

IMC BRIEF - CAMPANHA HEXA

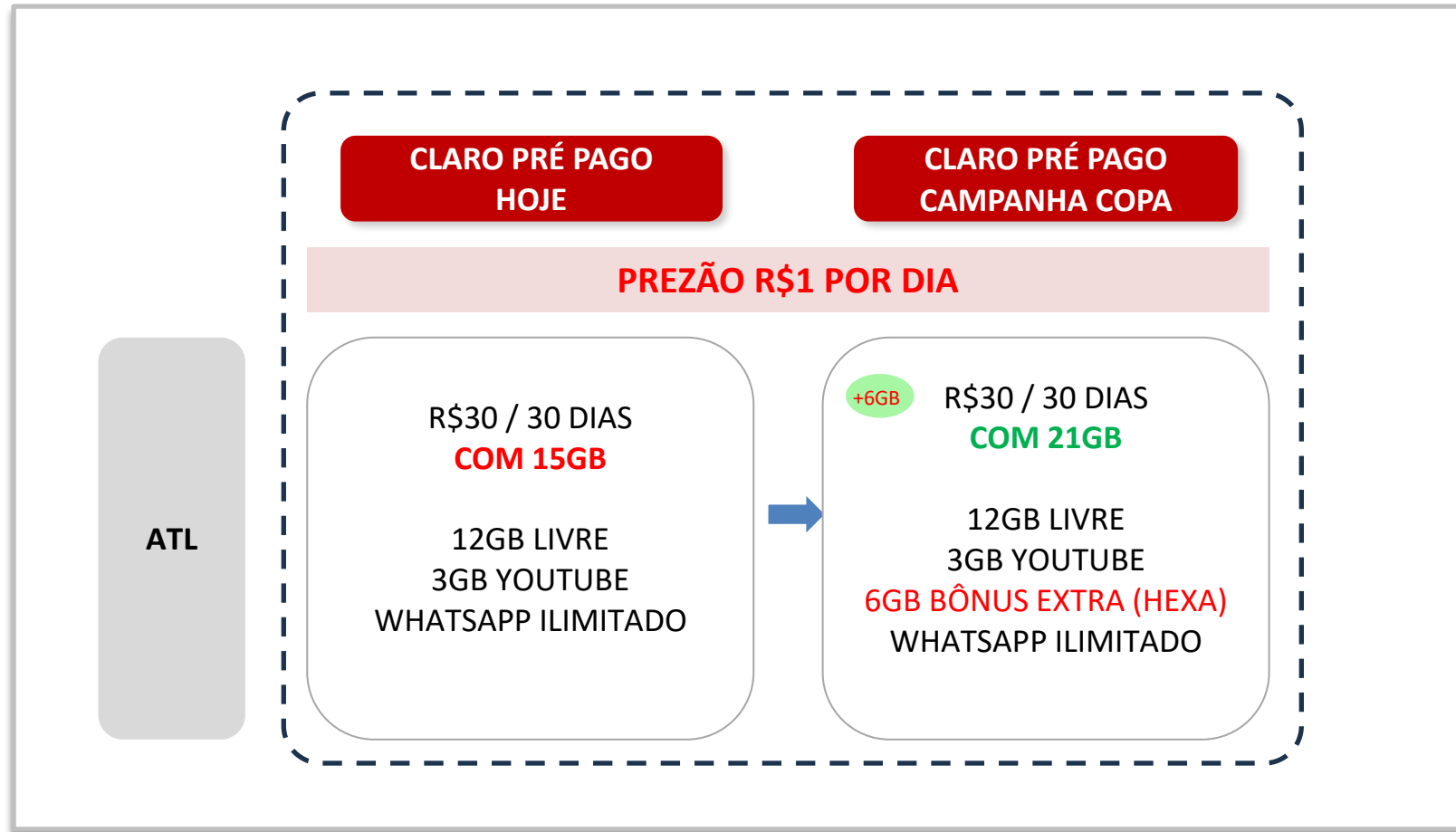
Integrated Marketing Communication Brief

MAIO/26



OFERTA – CAMPANHA HEXA – PRÉ-PAGO

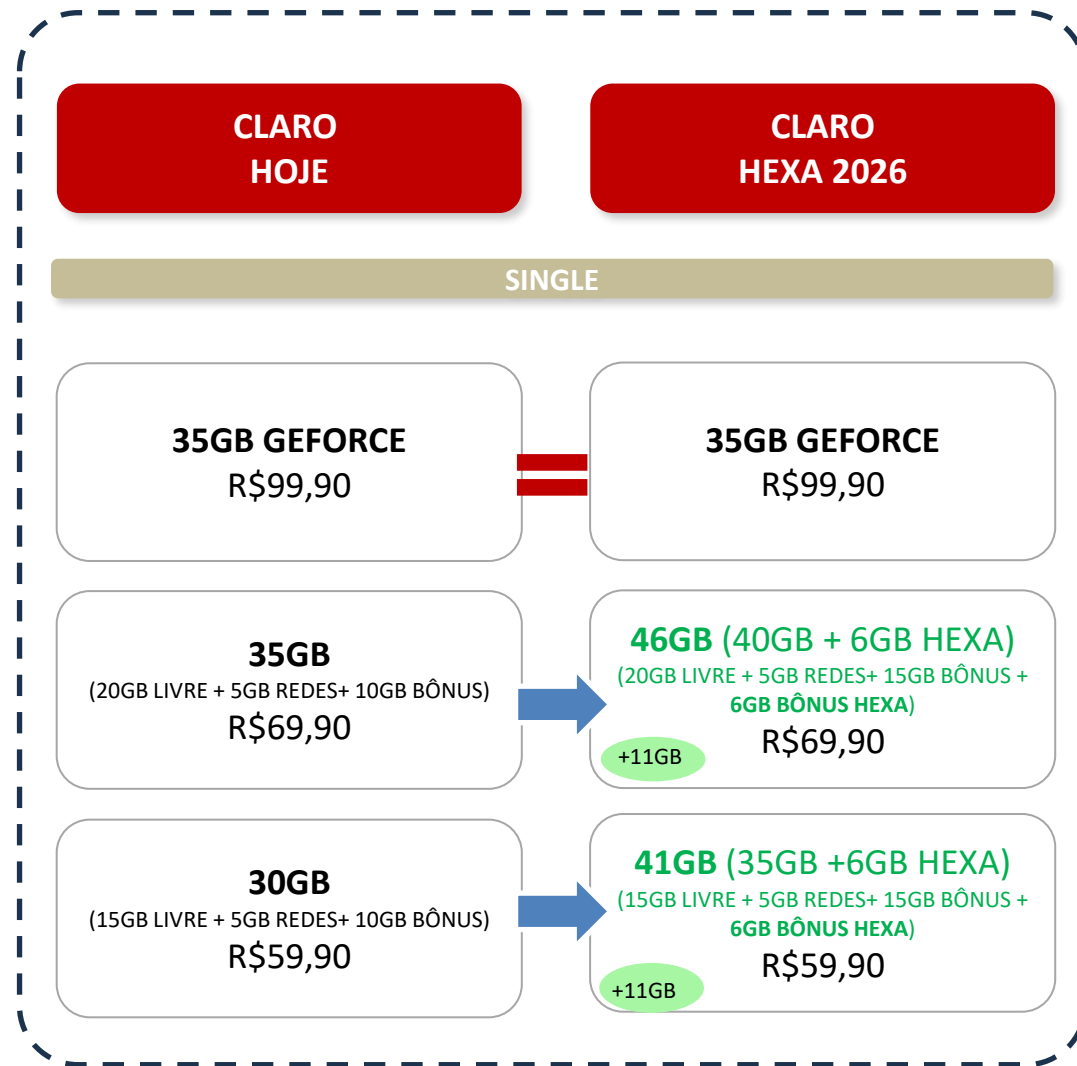
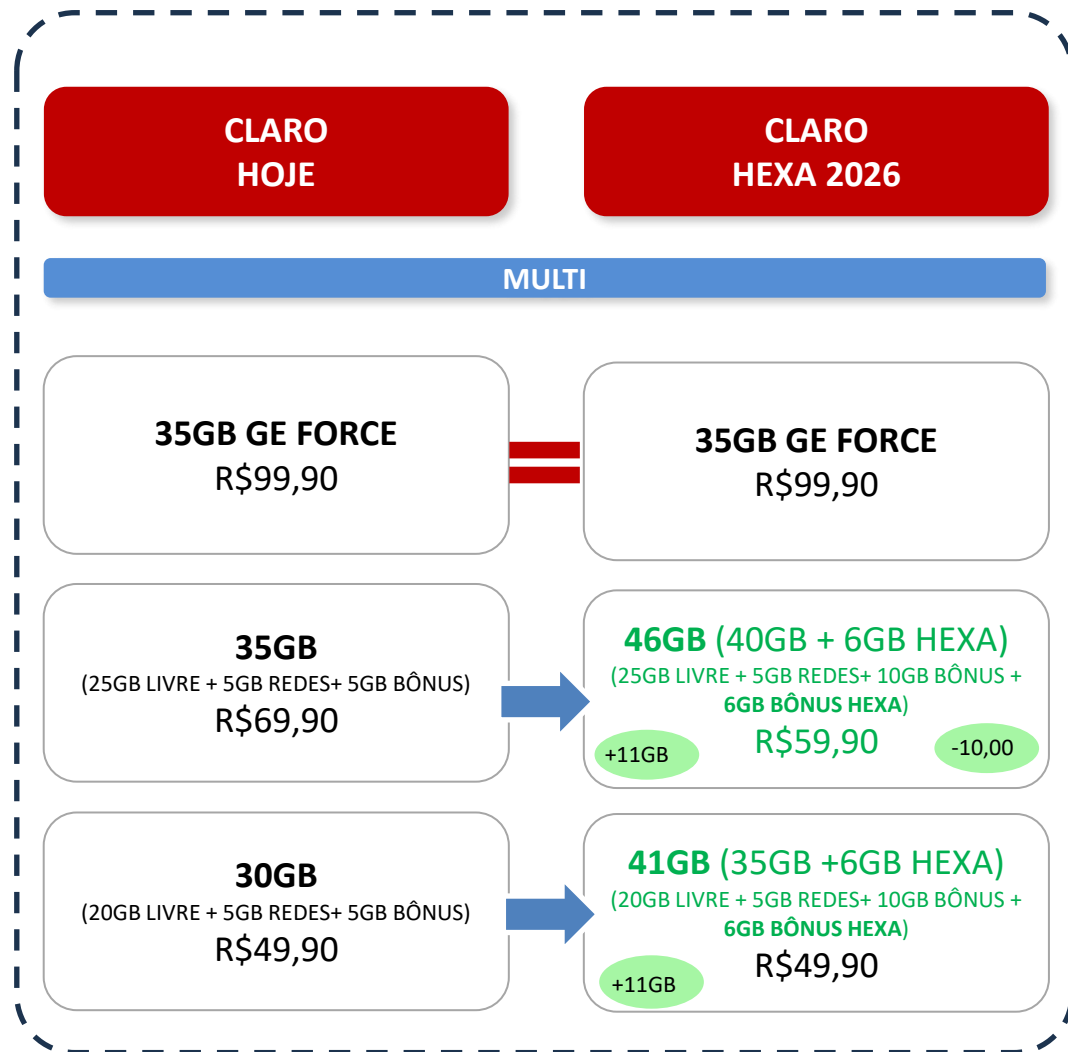
27/5 (TBC) A 20/7



OFERTAS – CAMPANHA HEXA – CONTROLE

27/5 (TBC) A 20/7

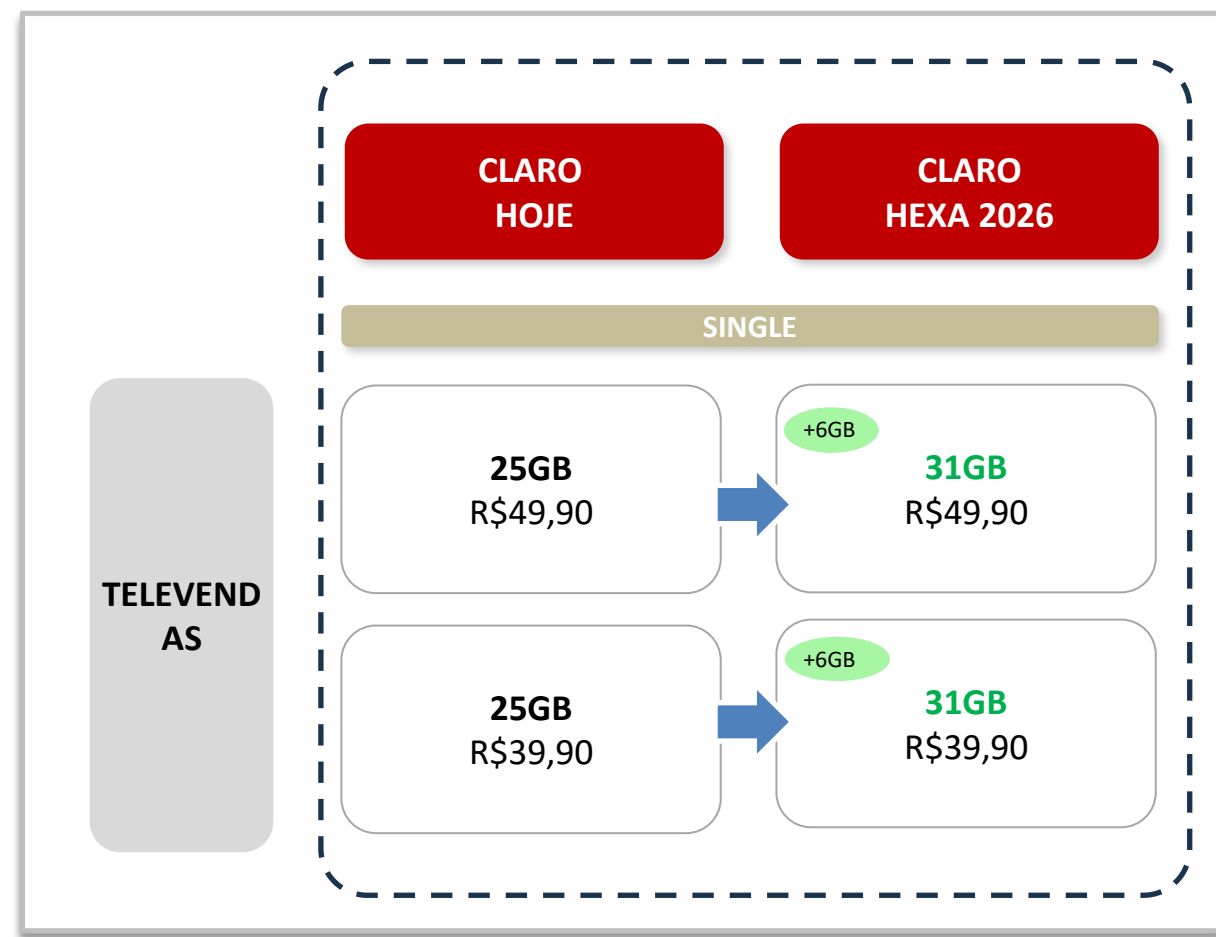
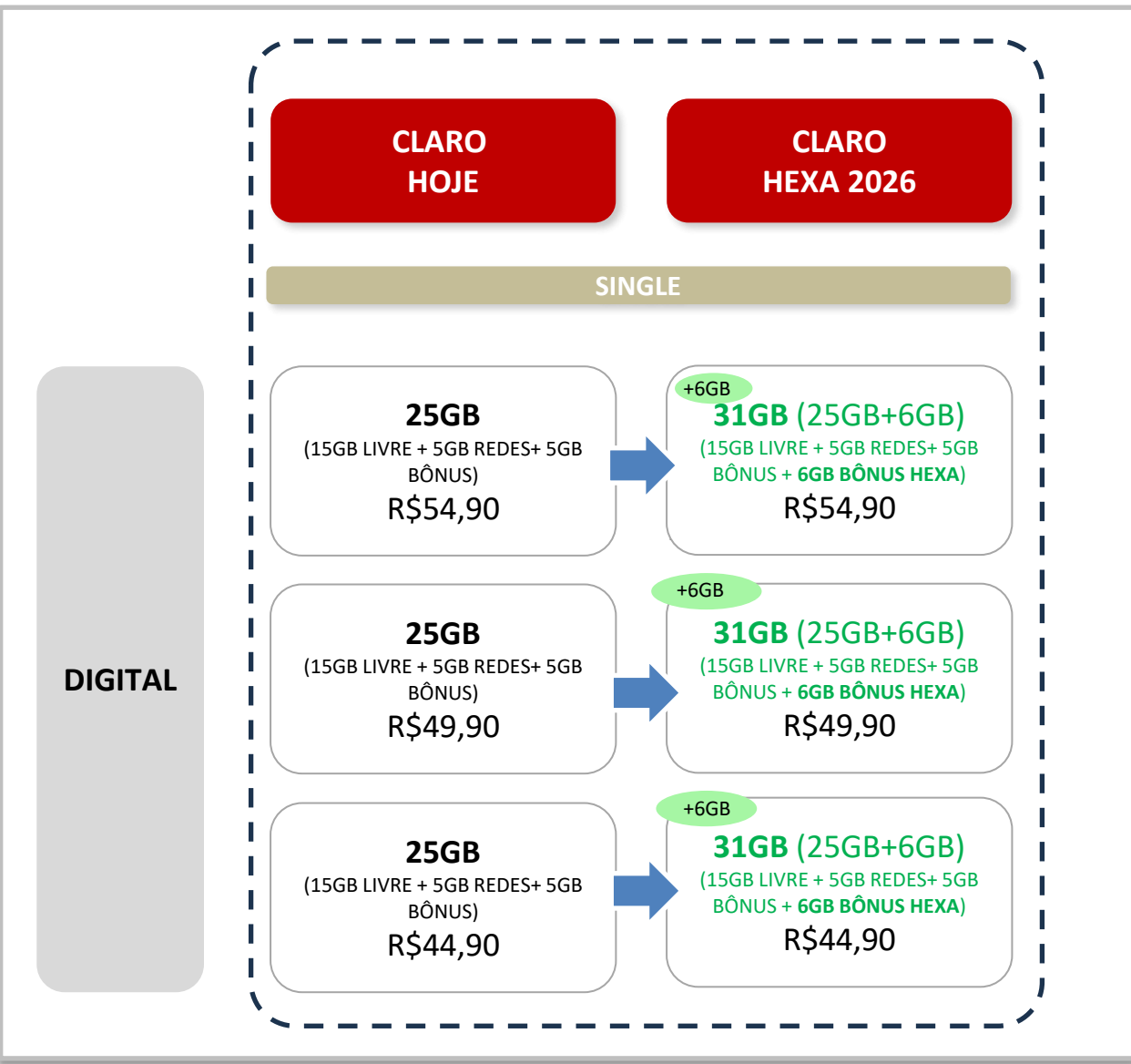
ATL



Ofertas sem aplicam para o controle fácil

OFERTAS – CAMPANHA HEXA – CONTROLE BTL

27/5 (TBC) A 20/7



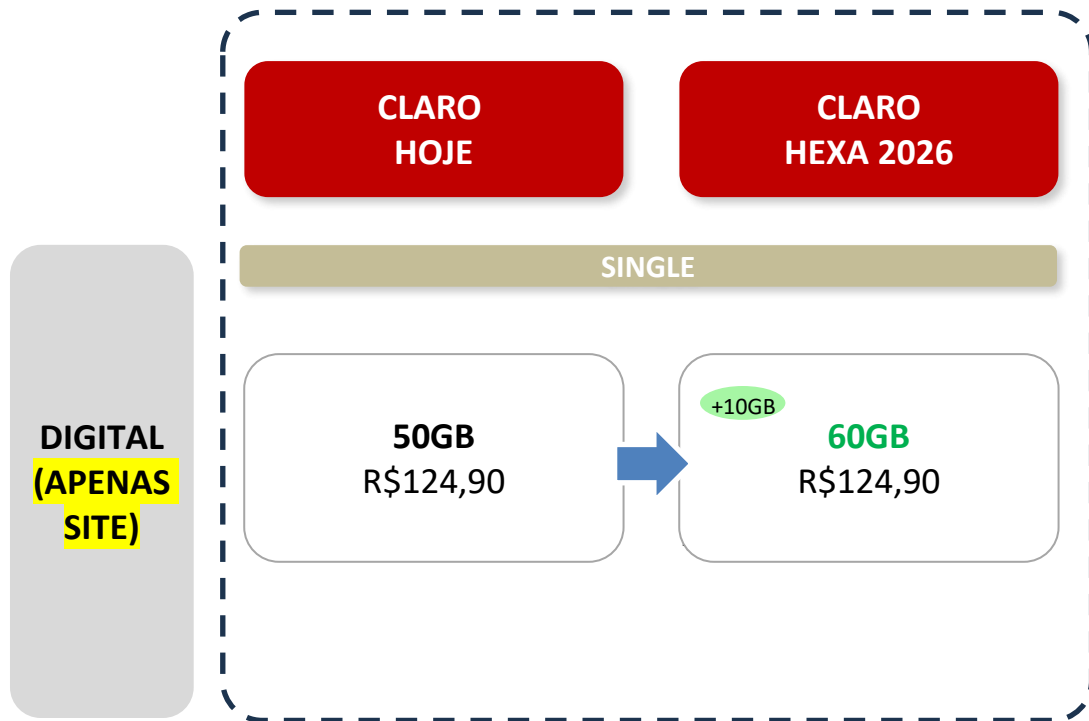
OFERTAS – CAMPANHA HEXA – CONTA

27/5 (TBC) A 20/7

The chart compares two account types: Multi and Single. Each type has two columns: 'CLARO HOJE' and 'CLARO HEXA 2026'. Red double lines indicate price parity. A grey vertical bar on the left is labeled 'ATL'. In the bottom row of the Multi section, a blue arrow points from 50GB to 60GB, with a green circle containing '+10GB' and another containing '-20,00'.

	CLARO HOJE	CLARO HEXA 2026
MULTI		
	500GB R\$800	500GB R\$800
	200GB R\$240	200GB R\$240
	150GB R\$180	150GB R\$180
	100GB R\$125	100GB R\$125
	50GB GE FORCE R\$120	50GB GE FORCE R\$120
	50GB R\$80	+10GB 60GB R\$60 -20,00
SINGLE		
	200GB R\$339,90	200GB R\$339,90
	150GB R\$239,90	150GB R\$239,90
	100GB R\$179,90	100GB R\$179,90
	50GB GE FORCE R\$164,90	50GB GE FORCE R\$164,90
	50GB R\$124,90	50GB R\$124,90

OFERTAS – CAMPANHA HEXA – CONTA BTL



OFERTAS APENAS NA VÉSPERA E NO DIAS DOS JOGOS DO BRASIL

12/6 e 13/6

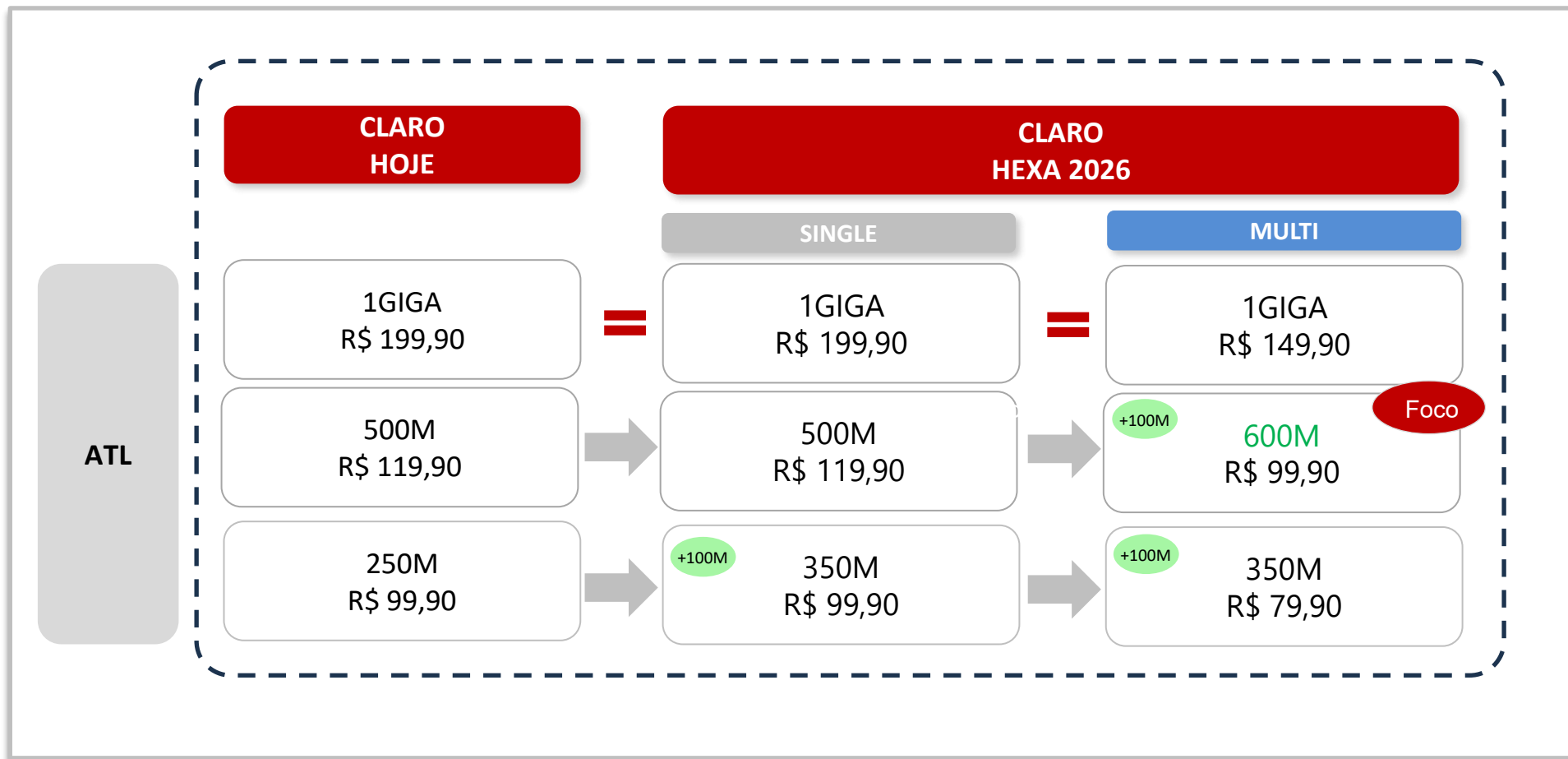
18/6 e 19/6

23/6 e 24/6

Por enquanto ficaremos com essas datas, conforme o Brasil for avançando, usamos essas ofertas do mesmo jeito (véspera do jogo e no dia do jogo)

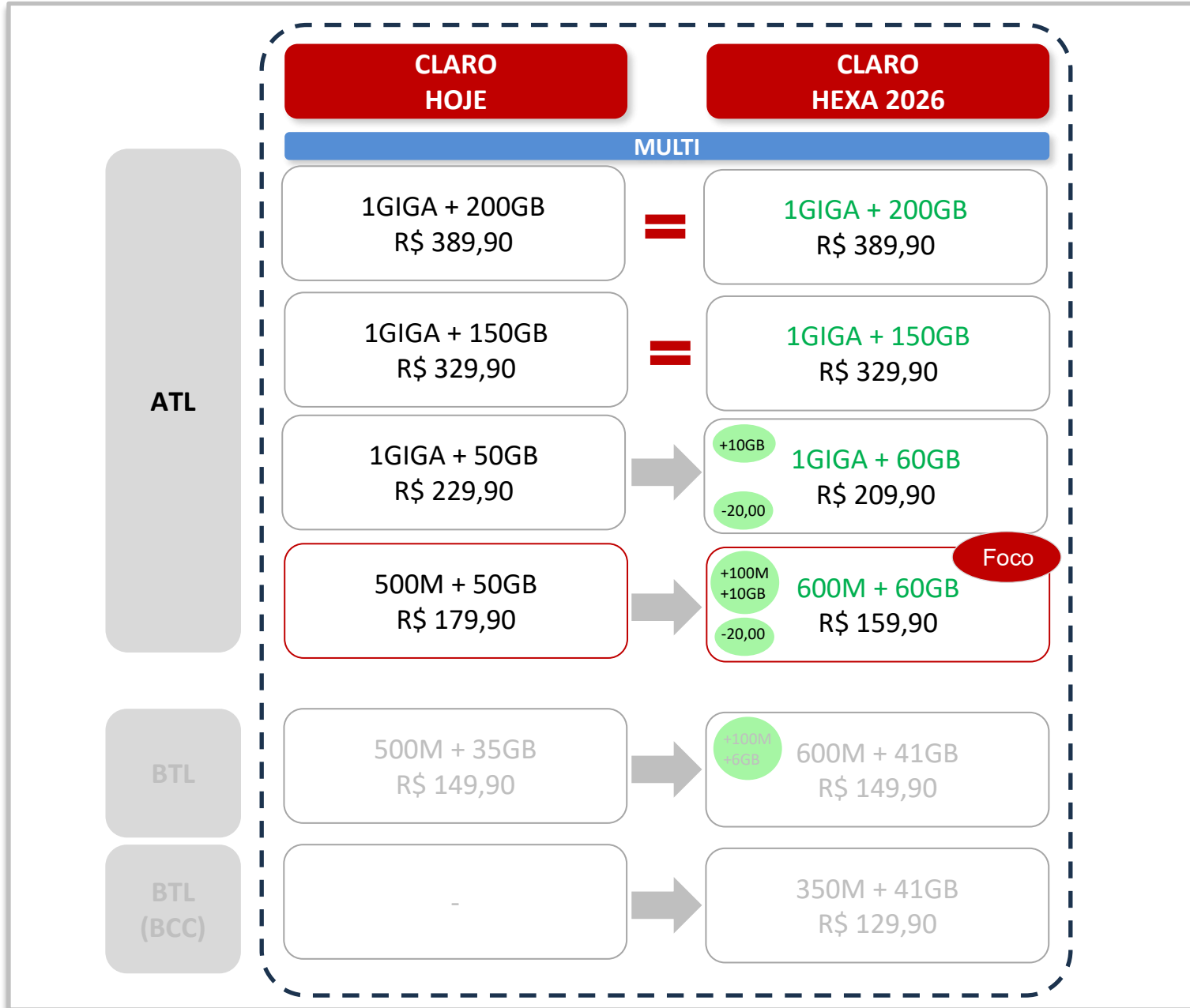
OFERTAS – CAMPANHA HEXA – BANDA LARGA

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OFERTAS – CAMPANHA HEXA – MULTI COMBINADO

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MULTI RECOMENDADO – MULTI HEXA

SITE, MULTI 1 CLICK, TRADE, CLAREANDO

	PROPOSTA MULTI HEXA		
	AAA	A/B	C
10 GIGA + 200GB (3 linhas)	2189,90	-	
1 GIGA + 200GB (3 linhas)	389,9	-	
1 GIGA +150GB (1 linhas)	329,9		
1 GIGA +60GB	209,9		
600M + 60GB	-	159,9	
600M + 41 GB (35GB + 6GB)	-		149,9